



AUTOMOBILES



Here's Interesting News

Today There Are Only 158 Maxwell "50-6" Cars Left Unsold in the World

BY "IN THE WORLD," WE MEAN that this number includes all cars in hands of dealers as well as those 38 still unfinished in the factory.

AT THE RATE THEY ARE GOING there won't be a Maxwell "50-6" to be had anywhere at any price, in ten days from now.

THAT'S A REMARKABLE RECORD. Other makers we are told have plenty of sixes still to sell, and those who had the temerity to continue making big fours for the season of 1913—when the buying public had indicated in no uncertain terms that it would no longer accept fours in high-powered cars—are now wondering how they are going to get rid of them.

WE WERE CONSERVATIVE in the matter of this six for we planned to make only 1,000 cars of this model. We are making 15,000 of the Maxwell "35" Model, and 30,000 of the Maxwell "25" Model; but we decided to go slow on the big fellow until we could feel out the trend of the demand.

OTHER MAKERS were strongly entrenched in the six-cylinder market and we expected a real fight to get our share of the business. It did not happen.

WE WON HANDS DOWN. For the first three months this model sold slowly, for the Company was new, the model was new (all but the wonderful bloc-cast motor); buyers were naturally skeptical and cautious.

THE CAR WON ON ITS MERITS. Every car that went into the hands of a user began doing missionary work, and the advent of one Maxwell "50-6" in a city was the signal for a car-load shipment the next week.

TODAY THERE ARE ONLY 158 left unsold. 38 unfinished in the factory—and the other 120 in the hands of dealers scattered all over the country.

IN ORDER TO PROTECT YOU—lest you overlook the importance of this matter and delay just one day too long in ordering your Maxwell "50-6"—we are going to publish a bi-daily bulletin in this paper stating just how many Maxwell "50-6's" there are left unsold on that day until the last of the season's output is in the hands of its owner. The thing for you to do is to get your order in quickly.

THIS AD IS PUBLISHED IN SEVERAL CITIES and it's going to be a surprise to many who have been "shopping" and who think they can wait indefinitely and yet get a good car. Orders are bound to come rapidly—how rapidly we can only guess—and that's going to exhaust the supply quickly.

OF COURSE IF YOU DON'T CARE whether you get a Maxwell "50-6" or the "next best," why, this information does not interest you particularly. But if you know the difference between this six and the second best six, you do care, and you will be mightily disappointed if you don't get one.

IF YOU HAVE NOT RIDDEN IN THIS CAR, you have never had an automobile ride. To say it is the sweetest thing on wheels is but one way of expressing its silent, sweet-running and luxurious riding qualities. No car on earth rides better and no other six is as well balanced. And balance, you know, spells luxury and long life in an automobile.

DON'T MAKE THE MISTAKE of comparing this car with other cars in the so-called \$2,500 class. That's unfair to the Maxwell "50-6." It is made to compete with \$4,000 and \$5,000 cars—practically every sale that is made is a conquest over such other cars in actual competition—in tests of balance, sweet-running, flexibility, riding qualities, etc., etc.

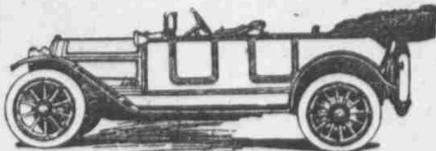
A DEMONSTRATION IS A REVELATION. Better see our local dealer at once and have him give you the most luxurious ride you ever had.

WATCH FOR THE BI-DAILY BULLETIN.

MAXWELL MOTOR COMPANY, Inc.
Detroit, Mich.

W. N. HELLEN

1818 FARNAM ST. OMAHA, NEB.



Maxwell "50-6"—\$2,500 Completely Equipped Including Gray & Davis Electric Starter. A Silent, Smooth-Running Seven-Passenger Touring Car.

New Home of Traynor Auto Company on Automobile Row



Five years ago two brothers, Lawrence J. Traynor and Louis J. Traynor, entered the automobile business in Omaha. They secured the agency for one car, the National, last week and the National was a good selling proposition and the Traynor brothers prospered. They first opened a garage at 215 So. 19th St. It took but one year for the enterprising brothers to outgrow that location, and they moved to 1927 Farnam—conceded at that time to be the best automobile location in Omaha.

Subsequent developments in the automobile industry convinced the Traynors that the new automobile sales district would be west of 25th St. Accordingly they secured a new location, 2512-14 Farnam St. On this location they built a garage replete with modern and time saving appliances.

In the meantime they had taken over the agency of the Abbott-Detroit car. Im-

mediately their business increased beyond their fondest hopes. The Abbott car is a distinctive car and is very popular among people out in the state. At no time during the year they have handled the Abbott agency have the Traynors had a surplus stock on their floors. At the present time they haven't a car in house although they just received a carload of machines Wednesday.

The Traynor brothers are very popular among their business associates and everyone who is acquainted with them rejoices at their success.

Although the Abbott people do not make annual models, but change their designs at any opportune time, the local firm is making preparations to announce a new six cylinder machine for August or September delivery. The new machine will be an innovation in the way of sixes and is expected to become as popular as the four.

Along the Gossip Automobile Row

C. S. McKee, district manager of the Interstate Auto company, received three carloads of machines last week and moved every one of them before today. He has an order in for two more carloads to be received this week and has already prospective buyers for each machine.

P. B. Day and C. E. Grisinger, who are pushing the Ohio in Omaha, are cleaning up their 1913 stock in preparation for the introduction of the 1914 campaign. The Ohio, until recently, was little known in the west, but since the Northwest people secured the services of Day and Grisinger the Ohio is frequently seen on the thoroughfares. The Ohio salesmen expect to sell as many 1914 cars in the new territory as the eastern branches, which have the advantage of working in territory where the car is known, will sell.

The local branch of the Rambler is rapidly becoming one of the big branches of the concern. There are some 600 branches and distributing stations of the Jeffery company, but very few are moving the cars that the local house moves each week. The 1913 Cross-Country car, with the high, distinctive radiator, the electric lights, the nickel trimmings, and the extra large compartments, is proving the most popular model the Rambler people have designed and it will be the policy of the company to continue to put special effort on cross-country requirements.

The last week has been one of continuous work for the supply companies. The Western Auto Supply company has been compelled to keep their force at work night and day in order to repair tires and till keep filling accessory orders. The other supply companies have been laboring under the same strain and expect to maintain constant service throughout the warm season.

The Drummond Motor company expects the 1914 Locomobile to open the eyes of prospective buyers. Right or left drive will be optional and the actual horsepower will be greater. Many new features have been added and the car redesigned to accentuate the graceful body lines. The first 1914-6-38 will be here this week.

Mr. Ross, in Iowa, and Mr. Hay, in Nebraska, of the Western Auto Supply company, have been keeping the wires warm with orders. Mr. Hay reports the Nebraska crops to be in excellent condition and the automobile-buying farmers jubilant over the prospects of obtaining the purchasing power of new models.

M. I. Evans of Emerson, Ia., is driving a new 1914 Locomobile overland from the factory to his home.

H. M. Burbank has delivered three nice cars to the Snyder Auto company, Yonkers, Ia., and one to W. A. Meyers of Ottawa.

John H. Frost of Topeka came through Omaha in his Cadillac on his way to Chicago and Lake Ripley, Wis.

Guy L. Smith has been in Detroit personally superintending the shipment of several carloads of Hudsons to Omaha.

Charles E. Sessions, secretary of the state of Kansas, passed through Omaha Thursday on his way to Spirit Lake for a month's fishing. He is making the trip in his Cadillac and reports the roads in excellent condition.

Guy L. Smith has received another 1914 Peerless six 48. The car is striking in appearance, being a thistle green in color and built along the new body lines.

L. W. Hully of Bibb & Hully, Creston, was a visitor at Powell Supply company's breakfast morning. He loaded up with

HE SELLS THE WOODS ELECTRICS IN OMAHA.



Photo by Herp. CARL P. SLANE.

equipment for some new cars which he was taking to Creston.

Victor Roos is making arrangements for an endurance run for motorcycles in the near future.

Guy L. Smith has sold Hudson touring cars to John E. Peterson of Peris, Ia.; J. W. Duncan of Shambaugh, Ia., and F. R. Dally, Tenth and Pacific streets. He also sold a Franklin to R. M. Ayers of Long Pine.

Guy J. Hipwell, representing Powell Supply company in northern Iowa, is back on the road after a three weeks' layoff due to sickness, and Barbara Schube, cashier, leaves July 4 for a three weeks' vacation.

Contrary to the opinion many automobile owners hold, the use of dry cells has grown constantly, according to P. O'Connell of Powell Supply company. Statistics show that over 45 per cent of the 1913 models use dry cells for auxiliary ignition, lighting or starting.

A decided attractive accessory for the touring or picnic motorist is the auto-vacuum freezer shown by Powell Supply company. It is self-freezing and will carry ices or ice cream at a frozen temperature indefinitely.

C. H. Ivins has just been added to the Powell Supply company road force. He will travel through Wyoming.

I. J. Hipwell, salesman for the Powell Supply company in northern Iowa, is back on the road after four weeks' illness.

E. Palm, who has had considerable experience in local automobile supply trade, has joined the Powell Supply company house force.

Glenn Wiggins of the Powell Supply company met with a severe accident recently. He was thrown from a moving street car and his collar bone broken. He is, however, rapidly rounding into shape. The fact that Bosch magnetos were used on the seven winning cars in the recent 600 miles sweepstakes race, has attracted much attention to this ignition system. It is the policy of the Bosch company to establish service stations and distributors throughout the country.

Woods Electrics

The Ideal Gift

Privacy, comfort and convenience at all seasons of the year

For fifteen years Woods Electrics have been practically alone in the use of solid rubber cushion tire equipment. The fact that nearly all electric cars are so equipped today proves the correctness of our original standard.

The pleasures of a wife or daughter are limited without a Woods.

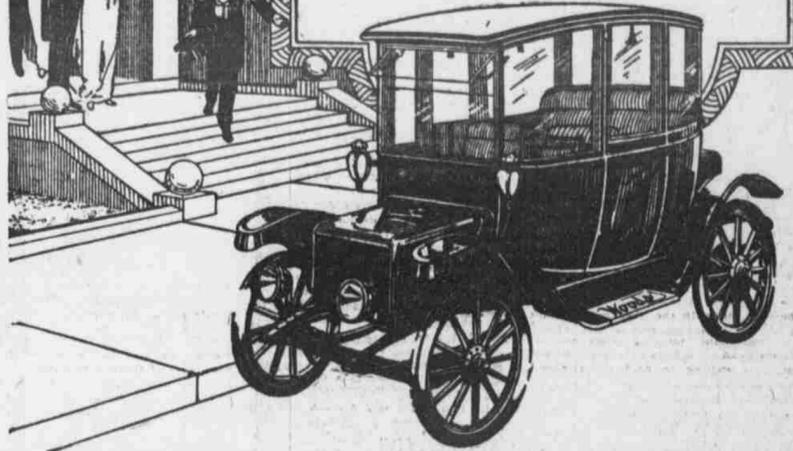
Can be seen at our show room or we will bring to your door for inspection

Drummond

MOTOR CO.

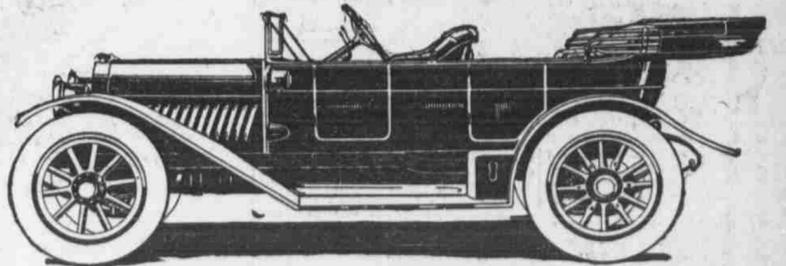
Phone Harney 409.

26th and Farnam Sts.



Abbott-Detroit

MOTOR CARS

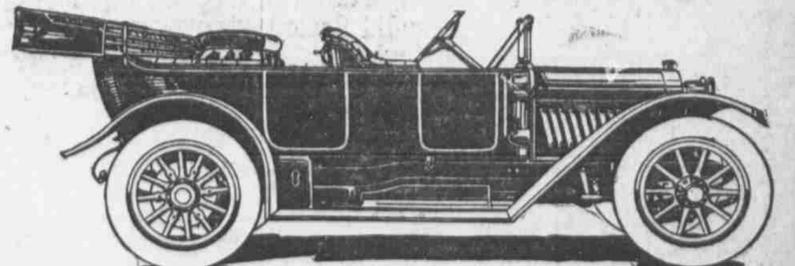


34-40—Five-Passenger Touring Car \$1,700

REGULAR equipment includes Electric Self-Starter, 36x4 1/2-inch Goodyear No-Rim-Cut tires, Booth Demountable rims, Lighting Generator, head, side and tail lights, also dash and extension lights, tire brackets, tool kit, tire repair outfit, jack, etc. Top, with Jiffy storm curtains, windshield and speedometer with clock set combination, \$100 extra.

Anyone versed in motor cars will tell you that the Abbott-Detroit is not only superior in appointment and finish, but that from radiator to rear axle, every component part is a little stronger and more efficient than the corresponding part of other cars of this price.

NOT HOW CHEAP—BUT HOW GOOD.



Seven-Passenger Touring Car \$2,000

See them in our new show room.

Traynor Auto Co.

2512-14 Farnam St.

Omaha, Neb.